BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 16: Business Ethics**
Learning aim(s)	**A:** Understand how ethical behaviour is applied in a business context **B:** Understand how corporate social responsibility is applied in a business context
Assignment title	Ethics and corporate social responsibility in a business
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Many companies now practice some form of corporate social responsibility and want to demonstrate an ethical approach to business in order to satisfy their customers. You are coming to the end of your period of higher education and are considering which organisation you would wish to work for. You are aware that not all business practices are ethical and you wish to work for a business that is well respected. You decide to investigate a range of different, contrasting businesses to explore how business ethics and corporate responsibility is managed in these businesses. You will collate your research and complete this by producing a summary report of your investigation. The contrasting features of these businesses could be their ownership and liability, purpose, sector, scope or size.

Task 1	You will need to research a number of contrasting businesses to collect data on their ethical and corporate responsibility policies. The contrast should include features such as different ownership and liability, different purpose, sector, scope, or size. You should try to use a range of sources to help you complete your report. These could include: ● company CSR reports ● the Corporate Responsibility Index ● up to date news articles ● press releases ● case studies. Using your research, write a summary report that analyses and evaluates the ethical behaviours of both the business operations and the employees. Your report should also consider the effectiveness of the different approaches to implementing corporate and social responsibility. The report should include: ● demonstrate an understanding of the ethical considerations faced by each business ● the features of corporate responsibility practices and the factors that need to be considered when implementing CSR initiatives ● the risks faced, and the impact on business stakeholders if ethical standards and CSR policies are not maintained. ● an indication of both financial and non-financial benefits of following ethical and CSR polices, and the drawbacks of doing so ● a discussion, with practical examples, of the application of ethical standards to employees in different functional areas of the business

	Your case study will come to a conclusion that critically evaluates the effectiveness of the approaches different businesses have taken when implementing ethical and corporate social responsibility practices, and how these can reduce the direct and indirect financial impact on businesses. All conclusions will be fully justified by well-balanced, developed arguments, and be supported by good use of research evidence collected. A wide range of business stakeholders will be considered when coming to a conclusion.
Checklist of evidence required	● Evidence of research into the ethics and corporate social responsibility policies of contrasting businesses ● A report into the ethical and corporate responsibility policies of contrasting businesses.

Criteria covered by this task:	
Unit/ Criteria reference	To achieve the criteria, you must show that you are able to:
16/B.D2	Evaluate the effectiveness of different businesses' approaches to implementing corporate social responsibility policies
16/A.D1	Evaluate business operations, and the behaviours of employees, in relation to the concept, application and impact of business ethics
16/B.M2	Assess the nature and impact of corporate social responsibility for different businesses
16/A.M1	Analyse the concept, application and impact of ethics in relation to business operations, and the behaviours of employees
16/B.P4	Explain the benefits and drawbacks for different businesses implementing corporate social responsibility
16/B.P3	Explain the concept and features of corporate social responsibility
16/A.P2	Explain the practical application and impact of business ethics on business organisations and their employees
16/A.P1	Explain the concept of business ethics and how they are embedded in industry and professional codes of practice
Sources of information to support you with this Assignment	**Websites** **http://www.cipd.co.uk/hr-resources/factsheets/corporate-responsibility.aspx** The CIPD has a range of factsheets available on CSR. **www.tutor2u.net/business/reference/carrolls-csr-pyramid** **www.tutor2u.net/business/reference/corporate-social-responsibility-elkingtons-triple-bottom-line** **www.tutor2u.net/business/reference/corporate-social-responsibility-csr-revision-video** Tutor2U has factsheets and a revision video aimed at L3 learners.
Other assessment materials attached to this Assignment Brief	N/A